



# INDONESIA

## Market Fact Sheet

Indonesia is the 11th largest agricultural export market of the United States with \$2.99 billion in total export value in 2021.

Indonesia has a large domestic market, with a population of approximately 273 million in 2021, making it the fourth most populous nation in the world.

## Quick Facts CY 2021

### Product Imports

- Agricultural Product Imports from the World: \$24.4 billion
- Consumer-Oriented Product Imports: \$6.3 billion (*U.S. Share is 9% – \$705 million*)
- Edible Fish & Seafood Products Imports: \$388 million (*U.S. Share is 6% – \$29 million*)

### Macroeconomy, 2021

- GDP: \$1,185 billion
- GDP per capita: \$4,341
- GDP Growth: +3.69%

## Top WA-Origin Food and Agricultural Exports to Indonesia in 2021



Dairy



Wheat



Apples



French Fries, Frozen



Animal/Pet Feed Preparations



Fish and Seafood



Meat Meal



Potatoes, Fresh



Other F&B Preparations



Frozen Vegetables

## Key Players

**Retailers:** Indomaret, Alfamart, Alfa Midi, Hypermart, Super Indo, Carrefour, Transmart Carrefour, Lotte Mart, Farmer's Market, and Circle K.

**Foodservice:** KFC, McDonald's, Pizza Hut, Starbucks, J Co Donuts & Coffee, Hokben, Restoran Sederhana, Chatime, Richeese Factory, and Kopi Janji Jiwa

**Food Processing:** Has nearly 8,000 large and medium-sized producers, and 1.6 million micro and small-scale producers.



## Advantages and Challenges



- The digital transformation in e-commerce and ride-hailing apps in Indonesia will provide opportunities for the retail sector to reach more customers who are increasingly relying on online shopping.
- Healthy lifestyle trends are increasing opportunities for fresh products (e.g., meat, fruits, and dairy).
- Younger consumers are driving demand for a variety of snack foods.
- Modern grocery channels continue to increase the variety of products and locations, continuing a shift from traditional markets.



- Slow technology adoption within the demographic groups who live in rural areas limits e-commerce growth to large urban areas.
- Importing products requires undergoing a lengthy and burdensome licensing process, including the requirement of import permits, plant approvals, halal certifications, and food/fruit registration numbers.
- Imported snack foods are mostly available only in premium supermarkets.
- Indonesia's modern retail sector is still dominated by traditional outlets, accounting for 76% of total grocery retail sales.

## Best Prospective U.S. Products for the Indonesian Food Retail Market

- Fresh fruits
- Beef
- Cheese
- Snack foods
- Frozen food
- Condiments



## Products Not Present in Significant Quantities, But Have Good Sales Potential

- |                |                     |
|----------------|---------------------|
| • Wine         | • Pistachios        |
| • Cherries     | • Fresh cut flowers |
| • Plums        | • Prunes            |
| • Avocado      | • Peaches           |
| • Blueberries  | • Soups and broths  |
| • Strawberries |                     |

### Sources

Top WA-Origin Food and Agricultural Exports to Indonesia in 2021: WISER Trade; Wheat numbers from USDA, U.S. Wheat Associates, and Washington Grain Commission

USDA Foreign Agricultural Service. (2022). Indonesia: Retail Foods

USDA Foreign Agricultural Service. (2022). U.S. Trade with Indonesia in 2021

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